

R. J. REYNOLDS TOBACCO COMPANY RETURN GOODS SURVEY

This page for RJRT representative only.

The incremental cost to process return goods cost RJRT approximately \$15 million dollars each year. RJRT is looking to improve the process and would greatly value your input. Please take a few minutes to respond to the following question.

What improvements/changes do you suggest RJRT make to the return goods policy or process?

- Share 'best practices' of other successful Return Policies with major Vendors/ Direct Chains.
ie: store level control relative to identification of damaged product - specific label designed for use with 'Monarch' gun; this would identify what RJR rep has viewed product & agrees product should be returned as damaged. This sticker would be difficult to duplicate, therefore ensuring RJR is in control - not the store manager who may possibly have over-ordered on a particular brand. Currently - I am asking sales reps to name stamp product.
- Investigate possibility of 'partnering' with a manufacturer of 'locked security' tags (similar to those used for hot products), our Directs have communicated that tags are expensive - this may help defray costs.

Lori B.
MacWilliams
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RJRT Representative

Employee #

Region/Div #

1044

Please Fax Completed Survey To: Fred Baumann • FAX# 910 • 741-4124

CC: RDU 1610 / S. Hackett

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